



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Jefferson, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Modest Income Homes	8.6%	Population		665,775	669,138
Family Foundations	8.5%	Households		270,175	273,407
Metropolitans	6.9%	Families		176,775	175,318
Rustbelt Retirees	6.5%	Median Age		37.5	38.4
Metro City Edge	6.2%	Median Household Income		\$42,480	\$46,831

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	76	\$2,094.82	\$565,968,586
Men's	78	\$388.53	\$104,970,705
Women's	74	\$708.04	\$191,295,008
Children's	79	\$348.29	\$94,098,801
Footwear	68	\$345.59	\$93,368,432
Watches & Jewelry	83	\$164.67	\$44,490,753
Apparel Products and Services ¹	94	\$139.71	\$37,744,887
Computer			
Computers and Hardware for Home Use	83	\$180.85	\$48,859,951
Software and Accessories for Home Use	83	\$24.96	\$6,742,855
Entertainment & Recreation	82	\$2,821.39	\$762,269,080
Fees and Admissions	82	\$501.91	\$135,603,383
Membership Fees for Clubs ²	83	\$131.03	\$35,402,182
Fees for Participant Sports, excl. Trips	83	\$94.01	\$25,397,875
Admission to Movie/Theatre/Opera/Ballet	82	\$123.62	\$33,398,470
Admission to Sporting Events, excl. Trips	86	\$49.50	\$13,373,192
Fees for Recreational Lessons	79	\$103.75	\$28,031,664
TV/Video/Sound Equipment	85	\$989.20	\$267,256,505
Community Antenna or Cable Television	86	\$575.31	\$155,435,174
Color Televisions	85	\$116.53	\$31,482,815
VCRs, Video Cameras, and DVD Players	84	\$32.41	\$8,756,038
Video Cassettes and DVDs	84	\$50.84	\$13,736,550
Video Game Hardware and Software	85	\$28.02	\$7,570,059
Satellite Dishes	75	\$1.15	\$309,788
Rental of Video Cassettes and DVDs	85	\$50.99	\$13,777,041
Sound Equipment ³	81	\$129.01	\$34,854,698
Rental and Repair of TV/Sound Equipment	85	\$4.94	\$1,334,342
Pets	82	\$360.32	\$97,350,087
Toys and Games	84	\$153.13	\$41,372,388
Recreational Vehicles and Fees ⁴	79	\$359.37	\$97,092,038
Sports/Recreation/Exercise Equipment ⁵	72	\$165.65	\$44,753,307
Photo Equipment and Supplies ⁶	83	\$113.83	\$30,753,811
Reading ⁷	84	\$177.99	\$48,087,561
Food	84	\$7,056.01	\$1,906,356,880
Food at Home	84	\$4,204.94	\$1,136,069,734
Bakery and Cereal Products	84	\$603.26	\$162,986,626
Meat, Poultry, Fish, and Eggs	84	\$1,101.15	\$297,504,148
Dairy Products	83	\$455.55	\$123,078,639
Fruit and Vegetables	83	\$726.85	\$196,375,960
Snacks and Other Food at Home ⁸	84	\$1,318.12	\$356,124,361
Food Away from Home	84	\$2,851.07	\$770,287,146
Alcoholic Beverages	84	\$519.37	\$140,319,903
Nonalcoholic Beverages at Home	84	\$363.69	\$98,259,427



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	86	\$1,277.21	\$345,070,980
Vehicle Loans	84	\$5,177.58	\$1,398,853,155
Health			
Nonprescription Drugs	86	\$104.19	\$28,150,312
Prescription Drugs	87	\$502.60	\$135,790,956
Eyeglasses and Contact Lenses	84	\$69.44	\$18,762,092
Home			
Mortgage Payment and Basics ⁹	80	\$6,976.44	\$1,884,858,875
Maintenance and Remodeling Services	79	\$1,554.70	\$420,040,016
Maintenance and Remodeling Materials ¹⁰	77	\$289.26	\$78,150,498
Utilities, Fuel, and Public Services	86	\$3,766.09	\$1,017,503,082
Household Furnishings and Equipment			
Household Textiles ¹¹	82	\$114.59	\$30,959,838
Furniture	83	\$534.30	\$144,354,715
Floor Coverings	79	\$71.38	\$19,284,448
Major Appliances ¹²	80	\$235.80	\$63,706,841
Housewares ¹³	78	\$82.21	\$22,210,423
Small Appliances	82	\$30.21	\$8,160,883
Luggage	84	\$8.71	\$2,354,090
Telephones and Accessories	72	\$34.16	\$9,230,157
Household Operations			
Child Care	84	\$351.95	\$95,087,968
Lawn and Garden ¹⁴	81	\$363.35	\$98,168,740
Moving/Storage/Freight Express	82	\$44.07	\$11,907,692
Housekeeping Supplies ¹⁵	84	\$645.74	\$174,461,909
Insurance			
Owners and Renters Insurance	84	\$404.14	\$109,188,909
Vehicle Insurance	84	\$1,228.88	\$332,012,432
Life/Other Insurance	84	\$536.86	\$145,046,389
Health Insurance	84	\$1,659.73	\$448,416,688
Personal Care Products ¹⁶	84	\$398.38	\$107,632,109
School Books and Supplies ¹⁷	85	\$102.83	\$27,781,628
Smoking Products	88	\$425.30	\$114,904,703
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	83	\$4,768.86	\$1,288,425,426
Gasoline and Motor Oil	84	\$1,700.23	\$459,360,001
Vehicle Maintenance and Repairs	83	\$881.61	\$238,190,181
Travel			
Airline Fares	81	\$331.26	\$89,498,874
Lodging on Trips	82	\$333.77	\$90,176,715
Auto/Truck/Van Rental on Trips	82	\$35.56	\$9,607,116
Food and Drink on Trips	82	\$386.06	\$104,303,741

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.